

# READ'S • READ'S

## THE BIG DEPARTMENT STORE

### 104 South Main Street

We are ready for the Fall and Winter Business with the most complete stock we have ever shown. Our buyers, Mr. Brown, Mrs. Barker and Miss Goodman have spent months of hard work getting ready for the Fall rush. We are ready now and we expect the business for we have the confidence in

Our Selections, Our Prices and Our System

and we believe that we have the confidence of the people of Salisbury, Spencer and Rowan County, and we do not propose to lose their confidence after 18 years hard work.

### Our Cash System

You know this is a Cash Store, no credit to anyone. We follow this system and stick to it because we believe it best for the customer as well as the merchant. Our lady customers may buy less from us than if we were doing a credit business, but then they have fewer quarrels with their husbands about big bills. You ask your husband if he would not rather have you pay for what you get and get what you pay for. He may get a little worried some time when we send him a Spot Cash Ticket to be paid, but way down in the bottom of his heart he knows we are right. He knows that when you trade at a CASH STORE you either get a LOWER price or a BETTER article than the CREDIT STORE would give you.

Credit Stores lose a great deal of money through bad debts and mistakes, we know from experience, and they are bound to charge more for their goods or sell inferior goods to those sold by cash stores. If they do not get more profit it is only a question of time when they will have to quit business. If you have the money to pay for what you want, trade at Cash Stores and you will not pay part of the bill of the bad debtor. You need not trade here if you do not want too for there are other stores, but we would like to have you and we will promise to sell you good merchandise at Cash Prices.



### Premium Ware and Why We Give It

We give it to draw Cash Trade. You may come into our store and pay us just the same price for some article that you would pay for it anywhere else, but we give you with that purchase, no matter how small, a duplicate ticket, and that ticket is worth 5c on the price of any article in our Premium Department. If your purchase amounts to \$2 you can go at once to the Premium Ware and select any article marked \$2 and so on up to \$6.00.

If you do not care to redeem your duplicate tickets at once you can save them until you get a larger amount.

### How Can We Afford to Give Beautiful Premiums?

We have this question asked us often and it is the easiest one to answer ever put to us. If we were doing a credit business we would lose quite a large sum every year, about how much this would be every merchant knows. We do a cash business, save this great loss and take a certain per cent of it to buy premiums to give our customers. Do you see the point?

By the way, we almost forgot to tell you that we would have another big lot of PREMIUM WARE before Christmas. So save every duplicate ticket you get and be ready when it comes in.



### Ladies Coat Suits

It gives us great pleasure to tell you about our COAT SUITS. You know every store in town has the best and cheapest SUITS. It is hard for us to realize this when we look at ours, but it must be so for they all say so.

Just a word or two about the suits we handle.

They are made in clean, sanitary factories, the very best materials are used and they are made by high class workmen. As to prices we have this to say. We are obliged to put a reasonable profit on every thing we sell or quit business. We do not mark our suits double and expect people to haggle with us over the price and then when we cut off 10 per cent of the price claim that we are selling at cost.

A reasonable living profit is all we ask and if you do not care to pay that you better buy your suit from the 100 per cent fellows. They will sell you at cost but it will be what it cost you and not them.

COAT SUITS FROM \$10.00 to \$37.50.

**LADIES LONG COATS \$4.50 to \$30.**  
These come in the full length and three quarter length. All the best materials, mixtures and double faced goods.

**JOHNNY COATS AND BLAZERS.**  
Just one trouble about these, we cannot get them fast enough. We are selling the best red blazer for \$5.00, you ever saw.

Red Norfolk Jacket at \$7.50, lined throughout.  
Separate Skirts in new Fall styles at \$3.95 to \$10.00.

We will sell you a regular \$5.00 blue or black serge skirt for \$3.95. We ask you to come in and compare this skirt with any \$5.00 skirt you ever saw.

Beautiful all wool mixtures at 3.95 One lot of style skirts worth up to \$5.00 to be closed out at 89c yard.

**LADIES SERGE DRESSES.**  
Serge Dresses certainly seem to have the go this season and we have

the best one at \$6.00 we ever saw for the money. This is a regular \$7.50 value. Other serge Dresses from \$7.50 to \$14.50  
Silk and Messaline Dresses \$10.00 And Up.  
These we have in the beautiful new shades, Green, Gray and Topc.

**LADIES PETTICOATS**  
Cotton Petticoats, good quality percale, white with black stripes, at . . . . .50c each  
Gingham Petticoat, dark blue, solid color, at . . . . .50c each  
Black Sateen Petticoats at . . . . .98c (Excellent Values.)

Black and Navy Messaline Petticoats at . . . . .1.48  
Black and Colors in excellent quality of Messaline Petticoat, at . . . . .1.98  
(These are regular \$2.50 Skirts.)

Better value Messaline Petticoats, at . . . . .2.98 and \$3.98  
Good old fashioned Knit Petticoats, at . . . . .75c and \$1.00 each

**MUNSUNG UNDERWEAR FOR LADIES AND CHILDREN.**

We have a full line of Union Suits and separate garments from 25c to \$1.50.

Munsung Union Suits are soft and elastic. They fit the body without creases and knots.

**CHILDREN'S HOODS AND CAPS.**

We have these all the way from . . . . .15c to \$1.50  
Extra good value in Toboggans and Aviation Caps at . . . . .25c, 50c 98c  
Fascinators and Shawls. . . . .25c and 50c  
Children's Rain Coats for School Wear

These are fair quality of rubberized coats and will give good wear if properly taken care of. Sizes 6 to 14 and the price \$1.25 and \$1.50.

**CHILDREN'S TOP COATS.**  
\$2.00 to \$10.00.

Have these in all materials from good weight flannel to the best chin-chilla.

Children's Sweaters from 25c to \$2.00  
Neat red and white sweaters in infants sizes at 25c and 50c.  
Better grade sweaters and in larger sizes at \$1.00 and \$1.50.  
Boys heavy red Sweaters at 98c.  
This is a good one.

**LADIES KIMONAS AND DRESSING SACKS.**  
Eiderdown Sacks in Red and Gray  
Fancy Silk Kimonas at \$3.95, \$5.00 and \$7.50.

**CHILDREN'S SCHOOL DRESSES AT 48c AND 98c.**

These are neat wash dresses in sizes from 6 to 14 years. Dark and light patterns, well made from a good grade of Sea Island Percale.

These dresses are great values at the prices named. The usual prices are 75c to \$1.25. Our special price . . . . .48c and 98c

**BLANKETS FROM 75c to \$8.00 pair.**  
It has become almost a household saying in Rowan county, "If you want good blankets go to Reid's."

We are doing our best to uphold our reputation. Cotton Blankets 75c to \$2.00. Wool Blankets \$3.50 to \$8.00.  
Plaid Blankets in two grades and all best colors.

These are perfectly beautiful and the very best wool blankets. When we say all wool we mean all wool both ways.

Crit Blankets in Cotton and Wool.  
Bath Robe Blankets with cords.  
Down Comforts with beautiful sateen covers.

The H. and W. Marmo Abdominal Corset Waists.  
This is one of the best corsets for large people.

**COUNTERPANES.**

Extra good values in pure White Counterpanes at . . . . .98c each  
**COUNTERPANES AT \$1.25**  
- This is one of the best values we have seen in a long time.

**COUNTERPANES AT \$1.38.**  
You save just 12c on each one of these for this is a value that almost every store will sell for \$1.50.  
Satin finish, cut corner and Dimity spreads from \$1.50 to \$6.00.  
Bath Mats, 25c 50c and 75c.  
You should have at least two in your bath room.

**PLAIN TAFFETA RIBBON AT 19c YARD.**

This is a heavy taffeta ribbon in wide widths, all best colors and a regular 25c value. Our special price 19c yard.

**LION BRAND SHETLAND FLOSS.**  
We have this in all best colors and in the Saxony, Germantown and Shetland.

This is the very best wool for fancy work on the market today.

**KID GLOVES.**

16 Button Kid Gloves at \$2.50.  
This is a great value, looks and wears just like the \$3.50 kind.  
Kid Gloves at \$1.00 pair.  
Every pair guaranteed  
Centemeri Gloves in all grades.

**AMERICAN LADY CORSETS.**

We are sole agents here for the world famous  
We carry a large stock of these corsets at all times and we have just received a large shipment of the newest models. Prices range from 50c to \$3.50.

One small lot corsets worth from \$1 to \$5.00 to be closed out at half price.  
These are all just as good as the regular styles but are short models.

**THE DE BEVOISE BRASSIERE.**  
Price 50c and \$1.00.

This is the very best Brassiere on the market today. We have the new style that buttons down the front.

### Our Millinery Department

is one of the most complete in North Carolina.

Mrs. W. R. Barker a milliner of 30 years experience is in charge of this department. Every woman in Rowan county knows Mrs. Barker. She has made hats for most of them and is known the county over as a milliner of exquisite taste and long experience. We consider ourselves most fortunate in having Mrs. Barker in charge of our department.

Miss Margie Ritch, our assistant milliner, is an artist and certainly knows her business. Miss Daisy Lentz, our second assistant in this department is well known, in Salisbury and a most satisfactory saleslady. These ladies will be glad to talk hats with you and I am sure they can fix you up.

We carry the largest stock of MILLINERY to be found in Salisbury and one of the largest in the state. You will find a better selection here than anywhere else. All the newest things from such houses as Gage Bros, Fisk, Knox and the Regina makers.

It is not one object to sell high priced hats and nothing else as some folks would have you believe, but we want to sell good medium priced millinery that comes within reach of all. We sell everything in this department on the same reasonable basis of profit as in all other departments of our store and we give the same guarantee to that effect.

Big line of hats and caps for the little folks.

Veils and Veiling.  
Mourning Veils and Crepe.  
Fancy Feathers and Ornaments.  
When you get ready for your fall and winter hat, come to us.

10 yard dress patterns of silks at \$4.95  
These are Cheney's best Foulards.  
8 yard Dress Patterns of Silk Serge \$7.50.

This is an exceptional value.

Salome Silk at 89c yard.  
These are beautiful, all colors, 27 inches wide and a regular \$1.25 value. If we haven't the special shade you want in stock we can get it in a few days. Ask to see this silk at 89c yd.

Tub Silks at \$1.00 yard.  
Full 32 inches wide. It will wear and wash. Nothing better for shirt waists and wash silk dresses.

Black Taffeta 36 inches wide and extra good quality at 79c yard.  
Black Messaline 36 inches wide at 79c yard.

Black Messaline 36 inches wide and extra good value at 89c yard.  
Black Taffeta in yard wide and good grade at 69c yard.

Messaline in all best colors and full 36 inches wide at \$1.00 yard.  
Costume Velvet in beautiful soft quality at \$1.25 yard.

Velvet Corduroy in white 30 inches wide \$1.00.  
Velvet Corduroy in brown, 28 inches wide at \$1.00.

Velvet Corduroy in navy at 75c and \$1.25 yard.  
Tan Corduroy in extra weight at \$1.45 yard.  
Charmeuse in all light colors at \$1.00 yard.  
Crepe de Chene 40 inches wide in black, white, alic, light blue lavender and pink at \$1.00 yard.  
School Umbrellas at 98c.

### THREE GREAT RIBBON SPECIALS.

Wash Ribbon in 5 yard bolts at . . . . .10c bolt.  
This comes in all the best colors and widths, 1, 1-2 and 2. This is not a cheap ribbon but is the kind you usually pay 3c or 4c for. Our price 5 yards for . . . . .10c

### AGENTS FOR ARROWHEAD HOSE.

School Hose for Boys and Girls.  
Arrowhead Hose are the best you can buy. Heels and toes are reinforced with specially prepared linen thread. Dyed with the latest sanitary process, which neither injures nor weakens the fabric. Every pair guaranteed to give satisfactory wear. A coupon given with each pair and if the hose are not satisfactory return them to the mill with the coupon and get a new pair.

Arrowhead Hose at . . . . .15c pair  
Boy Scout Hose, extra quality double ribbed hose for the healthy boys. They will stand hard wear. Sizes as large as 10 1-2. Every pair guaranteed to give satisfaction. Boy Scout Hose . . . . .25c pair

**LADIES HOSE.**  
This is a big department with us. We take great pride in our hosiery department. We buy the best, we sell the best.

Benson Hose at 25c pair. Light and heavy weight.  
Ladies Black Gauze Hose at 50c pair.  
Double top, silk lisle double sole improved 4 thread toe, stainless dye, none better for 50c pair.

Ladies Black Silk Lisle Hose at 50c pr.  
This is one of our very best numbers we have ever sold. Just one trouble, we cannot get them fast enough. These are German made hose have high special heel and double sole. They are worth the price, 50c pair.

Silk Hose, all colors at 50c pair.  
Silk Hose at 98c pair.  
All best colors and extra good quality.

**LADIES AND MISSES SILK AND DRESSES.**  
Misses Peter Thompson Suits at \$10.00.

These are from the same factory as those we sold last year. Neat and beautifully made from very best all-wool serge.

**DRESS TRIMMINGS AND BRAIDS**  
We carry a very large assortment of lace, braid, gilt, silver and persian bands, buttons, frogs, fringe and trimmings of all kinds.

### LINEN AND DAMASKS.

10c Damask 25c yard.  
This is a very low price but the damask is as good as the price.  
Pure linen damask at 89c yard.  
We want you to see this piece. It is a regular \$1.00 value. We bought it at price and it will go to our customers at a price that will save them money.

Imported German Damask at \$1.00 yard.  
This is the kind that wears. We have new fall patterns to match.

**MOIRE TAFFETA RIBBON**  
This ribbon runs from 2 3-4 to 4 1-2 inches wide, comes in all the best colors and is the best hair ribbon we have ever sold. Price for any width 10c yard.

**RUGS! RUGS! RUGS!**  
We used to sell rugs before we moved the location of our store but in the new room the space was somewhat limited and we closed out the line. So many people have asked us about rugs lately and say such nice things about those we sold them in days gone by that we have decided to put in a limited stock.

Best wool face Body Brussels rug, size 9x12 feet at \$24.50.  
Tap. Brussels Rug, 9x12 feet and a regular \$18.00 value at \$16.50.  
Nothing more satisfactory for bed room.

Velvet Rugs 27x54 inches at 98c.  
This is a very special value. These same rugs have been sold in Salisbury for \$1.75. Our price as long as they last 98c.

**DIAPER CLOTH OF 10 YARDS.**  
18 inch width at . . . . .75c bolt  
24 inch width at . . . . .89c bolt  
27 inch width at . . . . .95c bolt  
Extra weight diaper, 24 inch at . . . . .1.25 bolt  
Extra weight diaper 27 inch at . . . . .1.40 bolt

**WOOL DRESS GOODS.**  
Serges in all best colors and extra weight at 50c yard.  
Broadcloth best \$1.00 quality at 69c yard.

Whip Cord in two toned 56 inches wide at \$1.38 and \$1.50 yard.  
Imperial Serge in black, navy, red and brown, 52 inches wide at \$1.00 yd.  
Imperial Serge 56 inches wide and extra weight at \$1.50 yard.  
Cream Serge in Cream with black stripe at \$1.00 yard.

**LADIES KNIT CORSET COVERS AT 25c and 50c.**  
Children's Union Suits all sizes at 25c each.  
Ladies fleeced Vests and Pants, extra good weight at 25c each.

Remember **STYLE SATISFACTION** and Reasonable Prices reign Supreme at this store.

It Pays to Trade at **READ'S**